

## Memo Sent to the Mayor's Office and Councillors – April 5, 2018



ISC: Protected

# Memo

April 5, 2018

**To:** Mayor and Members of Council  
**From:** Amie Blanchette, Manager, Partnership Services, Planning and Development  
**Re:** Notice Posting Redesign – New Design Options for Consideration

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On 2017 December 13, Administration took forward report PUD2017-1140 to SPC on Planning and Urban Development (PUD). Administration was directed to revise advertising notifications to the public to be more visual, engaging and to use plain language, while maintaining The City of Calgary brand, and to return to Council, through the SPC on Planning and Urban Development, no later than 2018 Q2. We would like to request your feedback on these newly designed development notices prior to reporting back through SPC on Planning and Urban Development on 2018 April 30. We would appreciate any additional comments by email prior to 2018 April 17 to allow for the opportunity to include any changes where possible.

### New Development Notice Design

In order to better engage citizens, the new design features more colour, an invitation to "tell us what you think" and an approval process timeline to identify where in the process the application is at, and indicate when the Land Use has already been approved. To increase the visual appeal, an image of what the building is intended to look like has been added to the development permit notice and consideration has been given to making the notice more readable using accessibility standards, such as the use of high contrast colours. Plain language continues to be a priority with 'Proposed Redesignation' replaced in the banner by 'Proposed Land Use Change' and the full description of proposed development to also include the building type, number of storeys and number of units proposed.

### Next Steps

As indicated, the report will be brought for information to SPC on Planning and Urban Development Committee on 2018 April 30. This report will present the redesigned development notices as directed by Council. The report will then be forwarded to Council on 2018 May 7. We anticipate the redesigned notices will be on the ground in Q3 2018. Administration recognizes the importance of a consistent, engaging and inclusive approach to citizen communication across all channels. This new design for development notice posting is only one piece of a much broader strategy currently underway. Should you have any further comments or wish to meet in person on this matter, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Amie Blanchette".

Amie Blanchette  
Manager, Partnership Services Planning & Development  
T 268-5765 | amie.blanchette@calgary.ca

CC: Stuart Dalgleish, General Manager, Planning & Development  
Administrative Leadership Team  
City Clerks  
Rudy de Ciancio, CSC Planner, Customer Service, Communications  
Mary Lay, Lawyer 1, Law Department

Attachment 1: Development Notices New Design

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## Memo Sent to the Mayor's Office and Councillors – April 5, 2018

### Attachment 1: Development Notices New Design

#### Option 1: Redesigned notices – Large – 4 feet by 8 feet in size

These notices will be used for more significant developments that will impact the community in a greater way than other applications. For example, the large notices are used for outline plans, and residential developments resulting in more than four units.

#### Land Use Amendment Notices



**Calgary** 

# PROPOSED LAND USE CHANGE

**Tell Us What You Think**

Submit comments to The City at [Calgary.ca/development](http://Calgary.ca/development) by **March 27, 2018**, and refer to LOC201X-XXXX. When submitting comments please include the reasons for your position.

**Approval Process**



**calgary.ca/development**

Reference Number: LOC201X-XXXX  
Phone: 403-268-5311

**Applicant Contact Information:**  
Name: John Doe  
Phone: 403-222-7777

**A change is proposed at 633 3 AV SE that would allow for:**

- A multi-residential building (e.g. townhouse, apartment building), as well as other uses listed in the Multi-Residential - Contextual Grade - Oriented (M-CG) District;
- A maximum building height of 12 metres (about 4 storeys), which is an increase from the current maximum of 10 metres;
- A maximum of 4 dwelling units.
- An Area Structure Plan amendment is required to support this proposed land use change.



**Calgary** 

# PROPOSED LAND USE CHANGE

**Tell Us What You Think**

Submit comments regarding LOC201X-XXXX to The City Clerks at [calgary.ca/development](http://calgary.ca/development) no later than noon on **March 26, 2018**. Refer to Bylaw 10D2040, 10D2040. When submitting your comments please include the reasons for your position. The Public Hearing begins at 9:30 a.m. on **March 27, 2018** in Council Chambers at 800 Macleod Trail SE.

**Approval Process**



**calgary.ca/development**

Reference Number: LOC201X-XXXX  
Phone: 403-268-5311

**Applicant Contact Information:**  
Name: John Doe  
Phone: 403-222-7777

**PUBLIC HEARING**  
**April 2, 2018**

**A change is proposed at 633 3 AV SE that would allow for:**

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## Memo Sent to the Mayor's Office and Councillors – April 5, 2018

### Development Permit Notice

**Calgary** 

# PROPOSED DEVELOPMENT

**Tell Us What You Think**

Submit comments to The City by December 22, 2018 at [calgary.ca/development](http://calgary.ca/development) and refer to DP201X-XXXX. When submitting comments please include: your full name, address and the reasons for your position.

This application requests approval of a development permit at 633 3 AV SE

- A townhouse building;
- A maximum of 4 units;
- A maximum building height of 11 metres (about 3 storeys);
- The current Land Use allows for the type of development proposed.

**Approval Process**



**calgary.ca/development**

Reference Number: DP201X-XXXX  
Phone: 403-268-5311

**Applicant Contact Information:**  
Name: John Doe  
Phone: 403-222-7777

\*This image illustrates one design in development. It is not representative of the final development.

## Memo Sent to the Mayor's Office and Councillors – April 5, 2018

### Redesigned notices – Small – 2 feet by 3 feet in size

The small notices are used for change of use applications such as a home occupation, or when less than four residential units are proposed.

### Land Use Amendment Notices

 <p><b>PROPOSED LAND USE CHANGE</b></p> 	 <p><b>PROPOSED LAND USE CHANGE</b> PUBLIC HEARING - April 2, 2018</p> 
<p><b>Tell Us What You Think</b></p> <p>Submit comments to The City at <a href="http://calgary.ca/development">calgary.ca/development</a> by <b>March 27, 2018</b>, and refer to LOC2018-XXXX. When submitting comments please include the reasons for your position.</p> <p><b>Approval Process</b></p> 	<p><b>Tell Us What You Think</b></p> <p>Submit comments regarding LOC2018-XXXX to The City Clerk at <a href="http://calgary.ca/development">calgary.ca/development</a> no later than <b>noon on March 20, 2018</b>. Refer to #law1002240-1002343. When submitting your comments please include the reasons for your position. The Public Hearing begins at 9:30 a.m. on <b>March 27, 2018</b> in Council Chambers at 650 Macleod Trail SE.</p> <p><b>Approval Process</b></p> 
<p><b>calgary.ca/development</b></p> <p>Reference Number: LOC2018-XXXX</p> <p>Phone: 403-268-5311</p>	<p><b>calgary.ca/development</b></p> <p>Reference Number: LOC2018-XXXX</p> <p>Phone: 403-268-5311</p>

## Memo Sent to the Mayor's Office and Councillors – April 5, 2018

### Development Permit Notice

**Calgary**

## PROPOSED DEVELOPMENT

**Tell Us What You Think**  
Submit comments on the City by December 31, 2017 at [calgary.ca/development](http://calgary.ca/development) and refer to DP2018-000. When submitting comments, please include your full name, address and the reasons for your position.

**Approval Process**

This application requests approval of a development permit at 433 3 AV SE

- A two-storey building;
- A maximum of 4 units;
- A maximum building height of 11 metres (about 3 stories);
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[calgary.ca/development](http://calgary.ca/development)  
Reference Number: DP201X-XXXX  
Phone: 403-268-5311

The map is not to scale and does not represent the final approved plan.

## Memo Sent to the Mayor's Office and Councillors – April 5, 2018

### Option 2: Redesigned notices – Large – 4 feet by 8 feet in size

These notices will be used for more significant developments that will impact the community in a greater way than other applications. For example, the large notices are used for outline plans, and residential developments resulting in more than four units.

\*NOTE: Only change from Option 1 is the addition of "NOTICE", all other content identical.

### Land Use Amendment Notices



**Calgary**

# NOTICE

## PROPOSED LAND USE CHANGE

**Tell Us What You Think**

Submit comments to The City at [calgary.ca/development](http://calgary.ca/development) by **March 27, 2018**, and refer to LOC201X-XXXX. When submitting comments please include the reasons for your position.

**Approval Process**

Proposed Land Use Change → Public Hearing → Proposed Development

A change is proposed at 633 3 AV SE that would allow for:

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[calgary.ca/development](http://calgary.ca/development)

Reference Number: LOC201X-XXXX  
Phone: 403-268-5311

**Applicant Contact Information:**  
Name: John Doe  
Phone: 402-222-7777



**Calgary**

# NOTICE

## PUBLIC HEARING - April 2, 2018

**Tell Us What You Think**

Submit comments regarding LOC201X-XXXX to The City Clerks at [calgary.ca/development](http://calgary.ca/development) no later than noon on **March 20, 2018**. Refer to Bylaw 10D2040, 10D2040. When submitting your comments please include the reasons for your position. The Public Hearing begins at 9:30 a.m. on **March 27, 2018** in Council Chambers at 800 Maedee Trail SE.

**Approval Process**

Proposed Land Use Change → Public Hearing → Proposed Development

A change is proposed at 633 3 AV SE that would allow for:

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## Memo Sent to the Mayor's Office and Councillors – April 5, 2018

### Development Permit Notice

**Calgary**

# NOTICE

## PROPOSED DEVELOPMENT

**Tell Us What You Think**

Submit comments to The City by **December 22, 2018** at [calgary.ca/development](http://calgary.ca/development) and refer to DP201X-XXXX. When submitting comments please include your full name, address and the reasons for your position.

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Reference Number: DP201X-XXXX  
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Name: John Doe  
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\*This image is a conceptual design and is not a representation of the applicant's proposal.

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### Redesigned notices – Small – 2 feet by 3 feet in size

The small notices are used for change of use applications such as a home occupation, or when less than four residential units are proposed.

### Land Use Amendment Notices

The image displays two redesigned notices side-by-side. Both notices feature the Calgary logo and a map of a residential area with a red square highlighting a specific lot at 633 3 AV SE. The left notice is titled 'NOTICE PROPOSED LAND USE CHANGE' and the right notice is titled 'NOTICE PUBLIC HEARING - April 2, 2018'. Both notices include a 'Tell Us What You Think' section with instructions on how to submit comments, a list of proposed changes, an 'Approval Process' diagram, and contact information for calgary.ca/development.

**Calgary** **NOTICE**  
PROPOSED LAND USE CHANGE

**Calgary** **NOTICE**  
PUBLIC HEARING - April 2, 2018

**Tell Us What You Think**  
Submit comments to The City at calgary.ca/development by March 27, 2018, and refer to LOC201X-XXXX. When submitting comments please include the reasons for your position.

**Tell Us What You Think**  
Submit comments regarding LOC201X-XXXX to The City Clerk at calgary.ca/development no later than noon on March 28, 2018. Refer to Bylaw 100.20(1), 100.24(1). When submitting your comments please include the reasons for your position. The Public Hearing begins at 6:30 a.m. on March 27, 2018 in Council Chambers at 300 Mackle Trail SE.

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**Approval Process**

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